Media in Education

Meaning of Media

- Media are the means or devices by which a piece of information or knowledge is communicated to us to exert a profound influence on us.
- Media are the devices or instruments of communication that reach large number of people /pupils with a common message ,may be printed ,video , audio etc

Functions of Media in Education

- 1. Providing information
- 2. Providing vocational information
- 3. Spreading awareness and civic responsibility
- 4. Educational programmes
- 5. Role as a non-formal agency
- 6. Mass media for rural education and environmental education

- Media in the classroom engage students in learning and provide richer experience.
- It is used for illustrating a lesson allowing to see examples of what they are learning.
 e.g Interactive Smart Board

Importance of media in classroom

- 1. Media in teaching-learning process
- 2. Appeals to multiple learning styles
- 3. Create an authentic learning experience
- 4. Strengthens critical thinking skills
- 5. Teaches students to use media

Types of Media



Types of Media

- 1. Print media (books, newspaper, magazines)
- Electronic media(Radio,television,computers,CDs) & A-V aids
- 3. Digital media (documents, website)
- 4. Multimedia

Print Media



Print Media

- Print media is one of the oldest and basic forms of mass communication.
- It includes newspapers, books, weeklies, magazines, and other forms of printed journals.
- A basic understanding of the print media is essential in the study of mass communication.

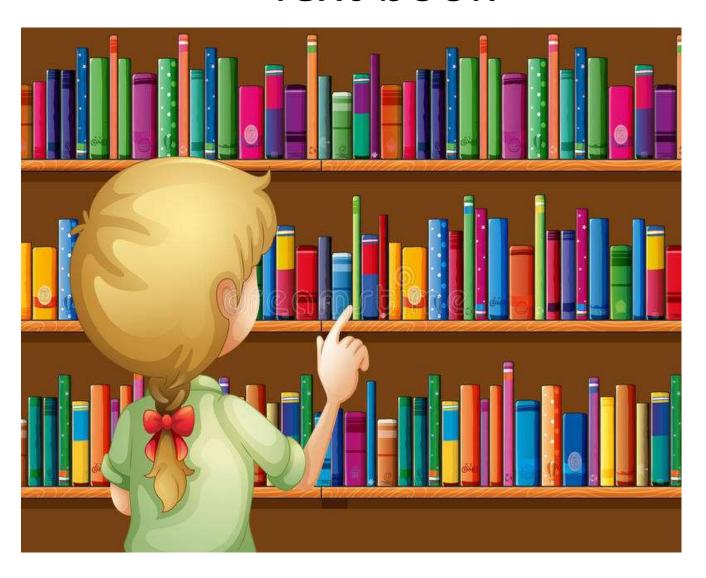
IMPORTANCE

- ✓ The printed media covers the entire printed matter .Reading matter has vast influence on the potentialities .
- ✓ It exerts a **good influence** on the individuals.
- ✓ It acts on the **intelligence** and **emotions** of the individual in shaping the attitudes & philosophies of life
- ✓ Press not only gathers **events**, they also present their own views on issues.
- ✓ It is possible to link certain topics with everyday by means of press through newspaper &other journals

Books

- Book is a written or printed work consisting of pages glued or sewn together along one side and bound in covers
- Book is a bound set of blank sheets for writing on it
- They are the reservoir of knowledge or information
- They serve for the purpose of teaching, learning and evaluation
- Kinds of books –Text books, Reference books, Resource book, Work book, Encyclopedia, Dictionaries, Hand books, Grammar book, story books etc

Text book



Text book - Definition

- Text book is a design for classroom teaching prepared carefully by experts — Bacon
- Text book is a standard collection of subject matter that has been prescribed for a particular class
- Text book is one which is specially prepared for use of pupil- teacher in a school presenting a course of study in a single subject.

Characteristics of good text book

- Strictly according to syllabus
- Written by competent and experienced teacher
- According to the aims and objectives of teaching
- Meet the abilities ,experience &interest of the students
- Up to date in content and subject material
- Followed both by psychological & logical order